

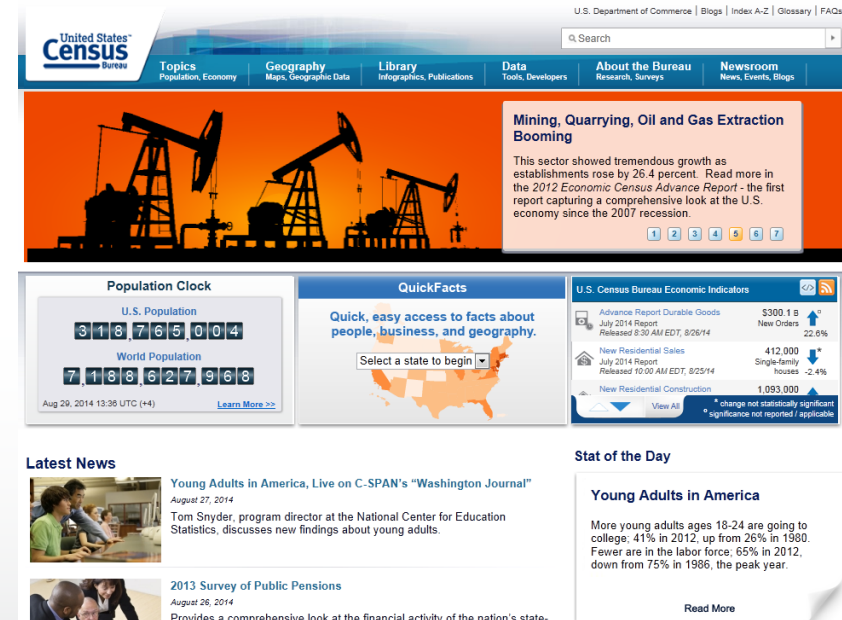
# Using Census Bureau Data for Business Development: Introducing *Census Business Builder*

2016 Montana Data User's Conference  
September 14<sup>th</sup> and 15<sup>th</sup>, 2016

Presented by:  
Andrew W. Hait  
U.S. Census Bureau

# A Change in Customer Focus

- Serving our customers
  - “Power Users” vs Others
- Underserved customers
  - Small businesses and entrepreneurs
  - Regional Planning groups
- Ongoing tool changes



# *Census Business Builder* Guiding Principles

- Easy to use
- Customer focused
- Census data and more
- Leverage existing Census investments and current technologies
- Free



# CBB Home Page

<http://www.census.gov/data/data-tools/cbb.html>

<https://cbb.census.gov/sbe/>

<https://cbb.census.gov/rae/>


## Key Features:

- Tool Links
- Flyers, Fact Sheets, FAQs, Help, Tutorial and Promo Videos

**Census Business Builder**

[Tweet](#) [Share](#)

Are you looking for data to help you start or grow a business or understand the business landscape for a region?



The **Census Business Builder** is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

This suite currently includes:




- Small Business Edition
- Regional Analyst Edition (Beta Release: Jan 7, 2016)

In the future, this suite may include other tailored editions

**Key Features:**


- Easy to use menus to select your type of business and location
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into your business plan and research

**Sample Reports**

-  Small Business Edition: Physicians in Phoenix City, Arizona [<1.0 MB]
-  Small Business Edition: Physicians in Maricopa County, Arizona [<1.0 MB]
-  Regional Analyst Edition: Southern Maryland Region [<1.0 MB]


**Which edition is right for you?**

- The **Small Business Edition** presents data for a single type of business and geography at a time
- The **Regional Analyst Edition** presents data for all sectors of the economy and for one or more counties



Small Business Edition

(Select to Launch)



Regional Analyst Edition


(Select to Launch Beta)

**Get Help using Census Business Builder**

CBB: SBE <http://dcdev.esri.com/census/sbe-1.3-21/index.html#>

User Name:  
census


Password:  
c3n\$us2015


**Census Business Builder: *Small Business Edition* - 2.0 (Beta)**[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)


## Determine the Best Location for Your Business


### 1. What type of business do you want to research?


Select your type of business by either selecting from the "Most Popular" broad categories and then from the detailed list provided...


**Construction**

**Food Services**


**Healthcare**

**Personal Services**

**Prof & Biz Services**


**Retail**

or Search for your type of business


 Industry Title, Keyword, or NAICS Code

### 2. Where are you considering locating the business?


Select the proposed location for your business by either clicking on the My Location button or by searching for it

**My Location**  
or  
 County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about your potential customers and competitors for your proposed location and surrounding locations OR...

 **Go to Map**

... Click "Create Report" to go straight to the report for your type of businesses and location

 **Create Report**

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#)  
Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the [Census Home Page](#)

# SBE Exercise

- Research a type of business you have always wanted to open and where you'd want to open it
  - Is this a good place for this type of business? Why?
  - Is another place better? Why?
  - What does a “typical” business in this area look like?
  - How has this type of business been doing over the last 5 years?

# Leveraging CBB: Introducing the *Regional Analyst Edition*

- Very similar **demographic** and **economic** data as *SBE*
- Differences:
  - Economic data for an **industry sector** (instead of by individual industry )
  - Data for a user-defined region with data aggregation (not a **single geographic area**)
- **County and City/Town Reports**



CBB: RAE <http://dcdev.esri.com/census/rae-1.3-21/index.html#>

User Name:  
census

Password:  
c3n\$us2015

United States<sup>™</sup>  
**Census**  
Bureau

Census Business Builder: *Regional Analyst Edition - 2.0 (Beta)*

[Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

## Define your region

1. What is the primary county or city/town in your region?

Select the primary county or city/town in your region by either clicking on the My Location button or by searching for it

My Location

or

County or City/Town

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial videos and FAQs), see the [CBB Home Page](#)  
Learn more about other Census Bureau data that can help grow your business or understand your region by visiting the [Census Home Page](#)



# RAE Exercise

- Research a Chamber of Commerce (or some other type of regional planning group) in your home area
  - What geos make up the service area of this Chamber?
  - What are the demographics of this area and how similar (or different) are they across the area?
  - What is the largest employer sector in the area and how similar (or different) are they across the area?
  - What's the smallest sector?

# Closing

- Census Demo and Economic data can be extremely useful to you and businesses in your area
  - Promote business growth in your area
  - Better understand a business' customers
  - Easy access is key...
- Use CBB and help us promote it
  - Pass the word to your colleagues
- Send us Feedback!
  - What should we add/change?



# Questions?



# Thank You!

[Andrew.W.Hait@census.gov](mailto:Andrew.W.Hait@census.gov)

(301)763-6747